PPS retail store style guide

Important: You will be responsible and accountable for utilizing the most current guidelines and assets when building your POS materials. For the most recent updates, please visit the HP Experience Center, go to: hp.com/go/hpexperience

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Introduction

HP advances the way we live and work. That's the essence of "Make it matter". And that's what we must communicate at shelf. From home to office. From computing to printing. From Chicago to Chennai.

And while we can't always affect structures at retail, we can take steps to ensure "Make it matter" works effectively against PPS. That's the purpose of this document. From logo placement, imagery, type, product claims and shopper journey touch points, these guidelines will help HP and its partner agencies deliver a powerful, simple and most of all, consistent campaign at retail.

With clarity at retail, HP can be the hero. We can stand out from the competition, drive sales and earn customer loyalty.

We can make HP matter.

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Objective: Make shopping for HP computers and printers a consistent, harmonious experience.

HP computers and printers live in the same retail environment. So it only makes sense to make sure our merchandising materials work together. An integrated retail environment not only helps maintain a consistent HP brand both in-store and worldwide. Done well, it can also increase sales of both HP computers and printers.

Note: The POS materials shown throughout this guideline are examples only. For final legal approved assets, please reference the HP Experience Center. For legal approved messaging and imagery, please reference 1C, 2C or 3C guidelines as it applies.

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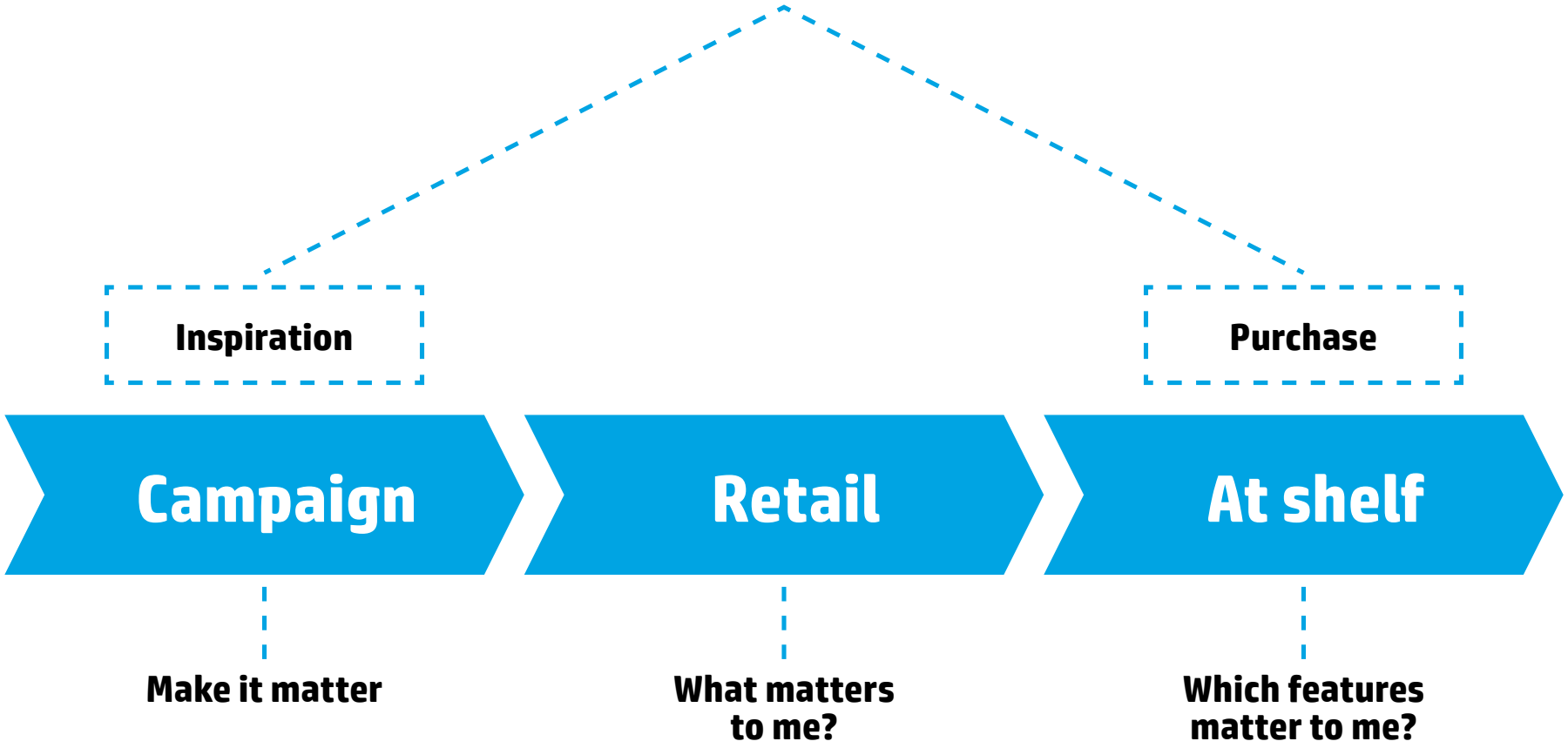
Make it matter.



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Visual style and assets

"Make it matter" design principles at retail

Visual style and assets: **Logo**

The HP blue logo is the preferred treatment where possible.

- Use the new preferred HP blue logo, available on the HP Experience Center.
- When using a blue background, use the white logo.
- Do not overlap logo over product photography.

Always use the"Make it matter" tagline lockup when creating larger POS materials like:

Endcap
Wall display
Gondola
Stanchion
Shelf liner
Box topper
Aisle violator

And, when space does not allow, the "Make it matter" tagline lockup is not required:

Product lug-on
Fact tag
Shelf strip

To insure proper use of the MIM tagline lockup, please contact your PSG advisor for approval (see contacts page 38).

Please reference the HP Experience Center for the latest updates and all other usage and restrictions, go to:
hp.com/go/hpexperience

HP blue logo (Use on Navigate through Close elements)

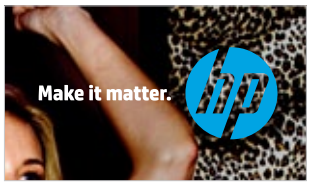
"Make it matter" tagline lockup

Make it matter.

Make it matter.

White logo on blue background

Blue logo with black tagline. Does not overlap product photography



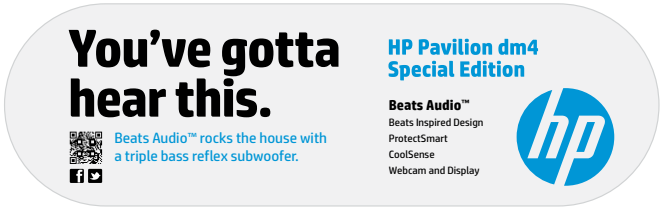
Blue logo with white tagline over photo

 © Copyright 2012 Hewlett-Packard Development Company, L.P.

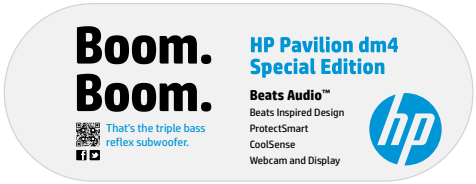
Visual style and assets: **Display design**

The examples shown here respectfully place our logo to the edge of the shape while maintaining the integrity of our logo shape. It's important that the logo remain legible and in its entirety. Cropping of the our logo is not allowed.

Product lug-on



Product lug-on



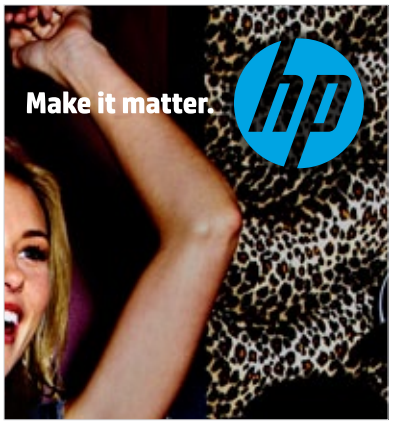
Product label

 © Copyright 2012 Hewlett-Packard Development Company, L.P.

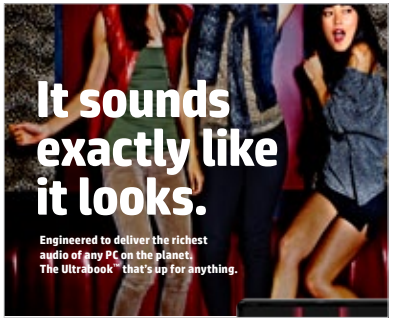
Visual style and assets: Key differentiators through PPS

We have developed distinct and complementary visual identities for the printing, volume and premium products, drawn from the corporate campaign. The differences are shown below and do not apply to printer products.

Printing and volume computing



Logo
The HP blue logo is the preferred treatment where possible. The logo should be placed in a meaningful way in the upper third of the layout. See Composition section of this toolkit for printing and volume computing usage details.

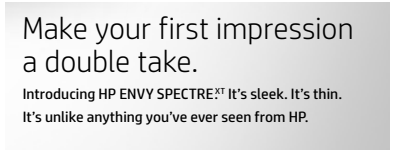

It sounds exactly like it looks.
Engineered to deliver the richest audio of any PC on the planet.
The Ultrabook™ that's up for anything.

Imagery
Full-color. Vivid. Authentic and action-oriented.

Typography
HP Simplified Bold headlines. HP Simplified for body copy and features.

Product imagery
Product visual toward bottom right or left.

Premium computing


Make your first impression
a double take.
Introducing HP ENVY SPECTRE XT It's sleek. It's thin.
It's unlike anything you've ever seen from HP.

Logo
The HP blue logo is the preferred treatment where possible. Do not overlap product photography

Lifestyle imagery
Use lifestyle imagery for background POS when actual product is displayed.

Typography
HP Simplified Light for headlines, body copy and features.

Product type treatment
Use within gradient band.

Product imagery
Use product as hero as the preferred execution over a modeled white background.

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Visual style and assets: Printing and Volume Computing POS framework

Make it matter.
It sounds exactly like it looks.
Engineered to deliver the richest audio of any PC on the planet. The Ultrabook™ that's up for anything.
HP Pavilion dm4 Beats Audio™ Special Edition
Beats Audio™
Boom. Boom. That's the triple bass reflex subwoofer.
Beats inspired design
ProtectSmart
CoolSense
Webcam & display

Make it matter.
It sounds exactly like it looks.
Engineered to deliver the richest audio of any PC on the planet. The Ultrabook™ that's up for anything.
HP Pavilion dm4 Beats Audio™ Special Edition
Beats Audio™
Boom. Boom. That's the triple bass reflex subwoofer.
Beats inspired design
ProtectSmart
CoolSense
Webcam & display
For volume computing in retail, we use the "Make it matter" tagline lockup on the upper third of the image layout. The upper right side is preferred.
HP Simplified Bold headline
Bold, emotionally driven photography
Short copy
QR code and social media icons (FPO)
Usage and links to be determined regionally
Product name
Call-out feature with descriptor
Product features
Hero product photo overlaps lifestyle imagery
White background

This framework is UNIVERSAL and assumes no partner funding or restrictions and does not include any Intel or AMD guidelines.

 © Copyright 2012 Hewlett-Packard Development Company, L.P.

Visual style and assets: Premium POS framework

Make it matter.
Make your first impression
a double take.
Introducing HP ENVY SPECTRE.XT It's sleek. It's thin.
It's unlike anything you've ever seen from HP.
SPECTRE XT
ULTRA THIN | BEATS AUDIO™ | COOLSENSE | TRUE VISION HD4 WEBCAM | MULTIPLE CONNECTIONS

Make it matter
Make your first impression
a double take.
Introducing HP ENVY SPECTRE.XT It's sleek. It's thin.
It's unlike anything you've ever seen from HP.
SPECTRE XT
ULTRA THIN | BEATS AUDIO™ | COOLSENSE | TRUE VISION HD4 WEBCAM | MULTIPLE CONNECTIONS

For premium computing in retail, we use the "Make it matter" tagline lockup on the upper third of the image layout. The upper right side is preferred. Do not overlap product photography.

Hero product

Modeled white background

Headline

Short copy

Product wordmark

Features

White background

QR code and Social media icons (FPO)
Usage and links to be determined regionally

This framework is UNIVERSAL and assumes no partner funding or restrictions and does not include any Intel or AMD guidelines.

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Visual style and assets: Color

This is the preferred palette for retail. HP Blue is not only the color of our logo, it is a representation of the brand. Blue can also be used in typography, to call out words and create a brand voice. White is most commonly employed as the background color. It is the color of the paper, the canvas, the unmarked space on a page. White can also be used in typography. The black and dark gray can be used in typography. A modeled white background is used for premium computing layouts only. Brushed metal is recommended as a texture or finish for fixtures on premium computing products only.

Accent colors should be used sparingly and always in a way that doesn't detract from or compete with ownership of the blue. Do not use accent colors for retail.

For the latest updates on the HP brand access the HP Experience Center: hp.com/go/hpexperience

PPS primary palette

HP Blue
PMS 2925 C
C79 M18 Y0 K0

PMS 2995 U
C90 M11 Y0 K0

Black
C100 M0 Y0 K0

Dark Gray
PMS 424 C
C5 M0 Y0 K74

PMS 425 U
C5 M0 Y0 K74

White
C0 M0 Y0 K0

Premium computing palette

Accent Colors (Not used for retail)

Orange
PMS 7625 C
C0 M78 Y78 K0

PMS 7417 U
C0 M78 Y78 K0

Green
PMS 7744 C
C24 M0 Y100 K7

PMS 7744 U
C25 M0 Y90 K4

Purple
PMS 520 C
C70 M100 Y15 K0

PMS 520 U
C64 M97 Y12 K0

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Visual style and assets: **Imagery**

HP imagery captures real-life moments—the ones that happen every day and illustrate the authenticity of our brand. For more information on our imagery style and subject matter, go to the HP Experience Center.

Use only approved images. To access the full HP image library, go to: www.hpalice.com

Note: Icons, arrows, symbols or other graphical elements are representational only. Please check the Experience Center for updates and final assets.

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Visual style and assets: HP Simplified font

Usage

- The primary font for volume computing and printing headlines is HP Simplified Bold.
- Use HP Simplified Bold for product names.
- Use HP Simplified Regular for product features.
- The primary font for premium computing headlines is HP Simplified Light.

HPFutura should not be used in any HP materials.
Use HP Simplified in all new materials.

Secondary font
Arial (for Web use only).

HP Simplified Bold

abcdefghijklmnopqrstuvwxyz1234567890$
ABCDEFGHIJKLMNOPQRSTUVWXYZ%#@

HP Simplified Regular

abcdefghijklmnopqrstuvwxyz1234567890$
ABCDEFGHIJKLMNOPQRSTUVWXYZ%#@

HP Simplified Light

abcdefghijklmnopqrstuvwxyz1234567890$
ABCDEFGHIJKLMNOPQRSTUVWXYZ%#@

Arial Regular (for Web use only)

abcdefghijklmnopqrstuvwxyz1234567890$
ABCDEFGHIJKLMNOPQRSTUVWXYZ%#@

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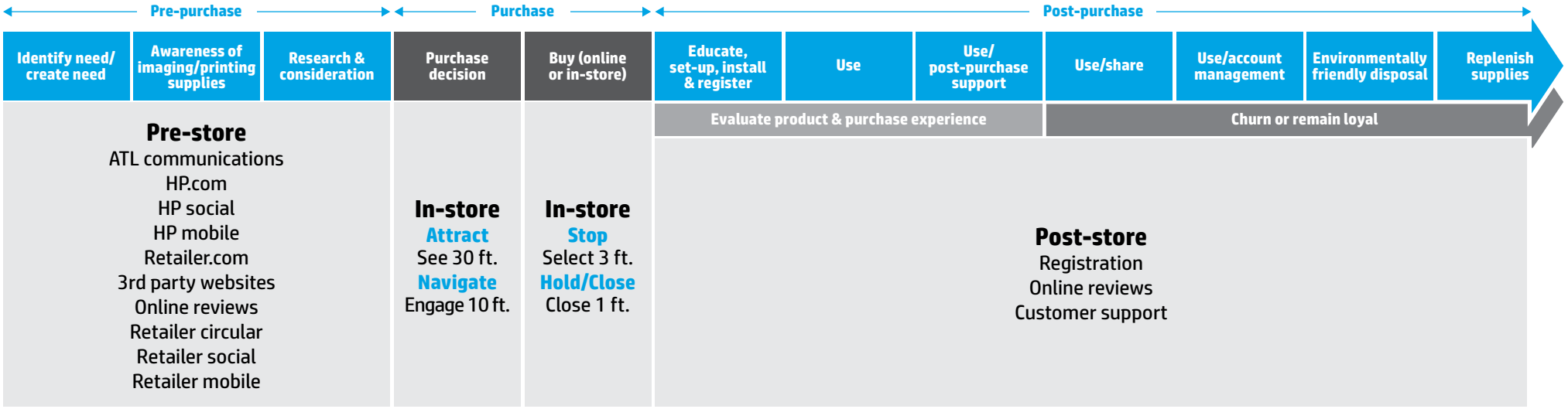
Shopper journey

Engagement touch points mapped to the ACE model

Shopper journey: ACE model



Note: Icons, arrows, symbols or other graphical elements are representational only. Please check the Experience Center for updates and final assets.

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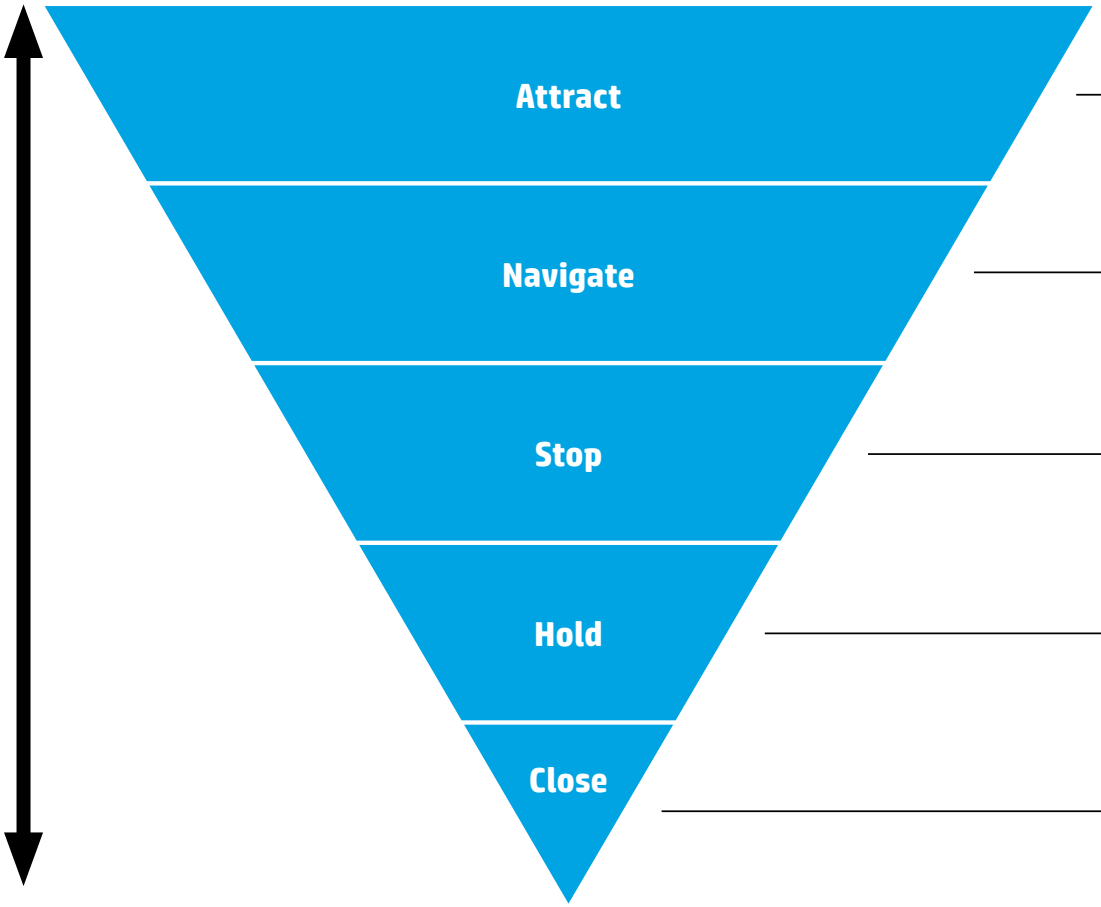
Shopper journey: In-store



See 30 ft.
Communicate the value proposition in an emotional, engaging way.

Engage 10 ft.
Communicate the value proposition then use clear, simple language to help shoppers find product in aisle.

Select 3 ft.
Leverage a compelling HP claim.

Hold 1 ft.
Validate the choice of HP with reasons to believe.

Close 1 ft.
Communicate technical information in a more emotional, engaging way.

Note: Icons, arrows, symbols or other graphical elements are representational only. Please check the Experience Center for updates and final assets.

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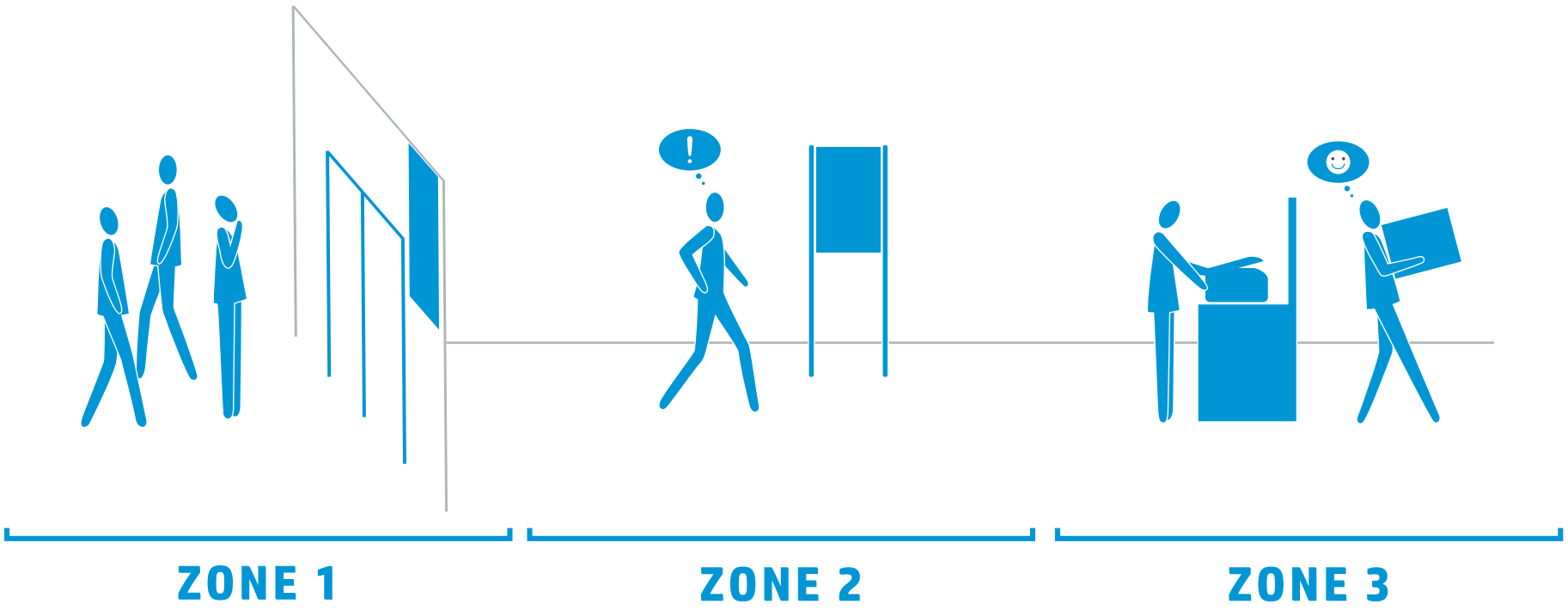
Shopper journey: The retail zones



Zone 1: Outside the store

Attract attention

Goal: To grab the consumer out of their disengaged state and pique their interest in the HP brand.

At the least, we are reinforcing HP's industry leadership and reminding them that HP technology can be found nearby. At the best, we create enough interest to make the customer say, "Hey, let's go check it out." And then they enter the store.

Zone 2: Inside the store

Navigate to product

Goal: To further generate interest and guide customer through the store directly to HP products.

We not only want to make customers interested in HP products at this point, but we also will make it as easy as possible for customers to go directly to see them at the exact point in the right aisle.

Zone 3: Product display

Engage with product & buy

Goal: To engage customers with product and make that experience interesting, enjoyable, and simple to understand its capabilities.

This is where customers have the chance to actually use HP PCs and printers. We want to wow them with the experience so that they feel like they want to have it right now.

At every point, we will cross-promote products. So that if a consumer is experiencing a PC, it includes printing to an HP printer. And if they are checking out a printer, there is an HP PC that let's them create documents to print.

Note: Icons, arrows, symbols or other graphical elements are representational only. Please check the Experience Center for updates and final assets.

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Composition

Composition: Printing Attract

Make it matter.
Twice the impact.
Half the cost.
Brilliant color at 50% less cost per page than laser.
HP Officejet Pro. Check the printer aisle now.

See 30 ft.

Attract

HP logo placed in a meaningful way. Blue HP logo is always placed on the upper quarter of layout. Default position is the upper right.

HP Simplified Bold headline that tells a story

Vivid, emotionally-driven imagery

HP Simplified delivers rational claims with authority

Window cling

Note: Photography is for position only.

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Composition: Computing Attract

Make it matter.
It sounds exactly like it looks.
Engineered to deliver the richest audio of any PC on the planet. The Ultrabook™ that's up for anything.
HP Pavilion dm4 Beats Audio™ Special Edition
Beats Audio™
Boom. Boom. That's the triple bass reflex subwoofer.
Beats inspired design
ProtectSmart
CoolSense
Webcam & display

See 30 ft.
Attract

HP logo placed in a meaningful way. Blue HP logo is always placed on the upper quarter of layout. Default position is the upper right.

HP Simplified Bold headline

Bold, emotionally driven photography

QR code and social media icons (FPO)
Usage and links to be determined regionally

Short copy

Product name

Call-out feature with descriptor

Hero product photo overlaps lifestyle imagery

Product features

White background

Poster

Note: Photography is for position only.

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Composition: Printing Navigate

Engage 10 ft.
Navigate

HP logo placed in upper third of composition

HP Simplified Bold headline that tells a story

HP Simplified Bold delivers rational claims with authority

Vivid, emotionally-driven photography

Podium

Note: Photography is for position only.

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Composition: Computing Navigate

Engage 10 ft.
Navigate

Bold, emotionally-driven photography

HP logo. High legibility

HP Simplified Bold headline

Podium

Note: Photography is for position only.

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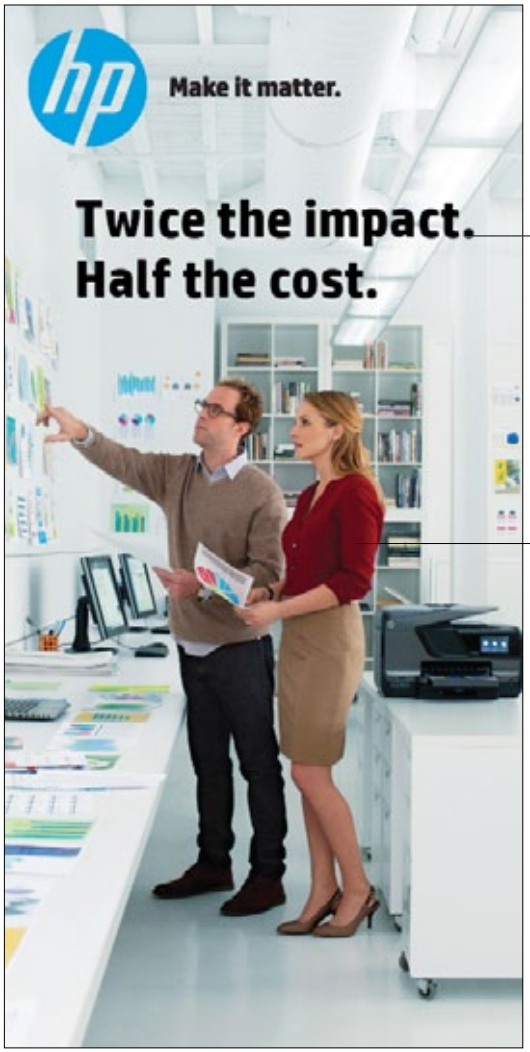
Composition: Printing Stop



Aisle blade side A

Aisle blade side B

Select 3 ft.
Stop

HP logo placed in upper third of composition

HP Simplified Bold headline that tells a story

HP Simplified Bold delivers rational claimswith authority

Vivid, emotionally-driven photography

Hero product shot to help shoppers select

Note: Photography is for position only.

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Composition: Computing Stop

Select 3 ft.
Stop

For computing in retail, we use the HP logo in a prominent corner of the layout. The upper right side is preferred.

HP Simplified Bold headline

Short copy

Product name

Call out feature with descriptor

Product features

Hero product shot on modeled white background

QR code and social media icons (FPO)
Usage and links to be determined regionally

Aisle blade

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Composition: Printing Hold/Close

Close 1 ft.
Hold/Close

HP logo placed in a meaningful way

HP Simplified Bold delivers rational claims with authority

HP Simplified delivers functional product benefits

Hero product shot to help shoppers select

Counter card

 © Copyright 2012 Hewlett-Packard Development Company, L.P.

Composition: Computing Hold/Close

Make it matter.
Thin and light with big fat sound.
Engineered to deliver the richest audio of any PC on the planet.
HP Pavilion dm4 Special Edition
Beats Audio™
Boom. Boom. That's the triple bass reflex subwoofer
Beats™ Inspired Design
Black aluminum. Red backlit keyboard. It even looks loud.
ProtectSmart Hard Drive Protection
Drop it. No problem. Your digital life is safe.
CoolSense®
Automatic air conditioning for your notebook. Cool.
Webcam and Display
Live life in HD.

Close 1 ft.
Hold/Close

For computing in retail, we use the HP logo in a prominent corner of the layout. The upper right side is preferred.

HP Simplified Bold headline

Short copy

Product name

Product features

Hero product shot on modeled white background

QR code and social media icons (FPO)
Usage and links to be determined regionally

Counter card

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Holistic approach

How “Make it matter” can be expressed at retail

Attract: Endcap

Printing

Computing: Volume

Computing: Premium

Note: If no product is heroic in Premium layout, use lifestyle photography. Our logo should be placed in the upper right or left corner.

Note: Photography is for position only.

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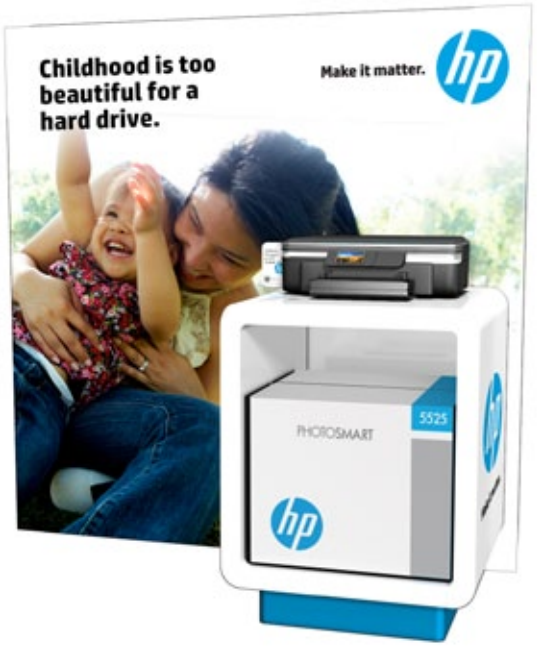
Attract: Wall display



Printing

Computing: Volume

Computing: Premium

Note: Regardless of video screen branding, the “Make it matter” tagline lockup needs to appear in position. Photography is for position only.

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Attract: Gondola

Printing

Computing

Note: Photography is for position only.

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Navigate: Stanchion

Printing

Make it matter.
It sounds exactly like it looks.
Engineered to deliver the richest audio of any PC on the planet. The Ultrabook™ that's up for anything.
HP Pavilion dm4 Beats Audio™ Special Edition
Beats Audio™

Computing: Volume

Computing: Premium

PPS

Note: Photography is for position only.

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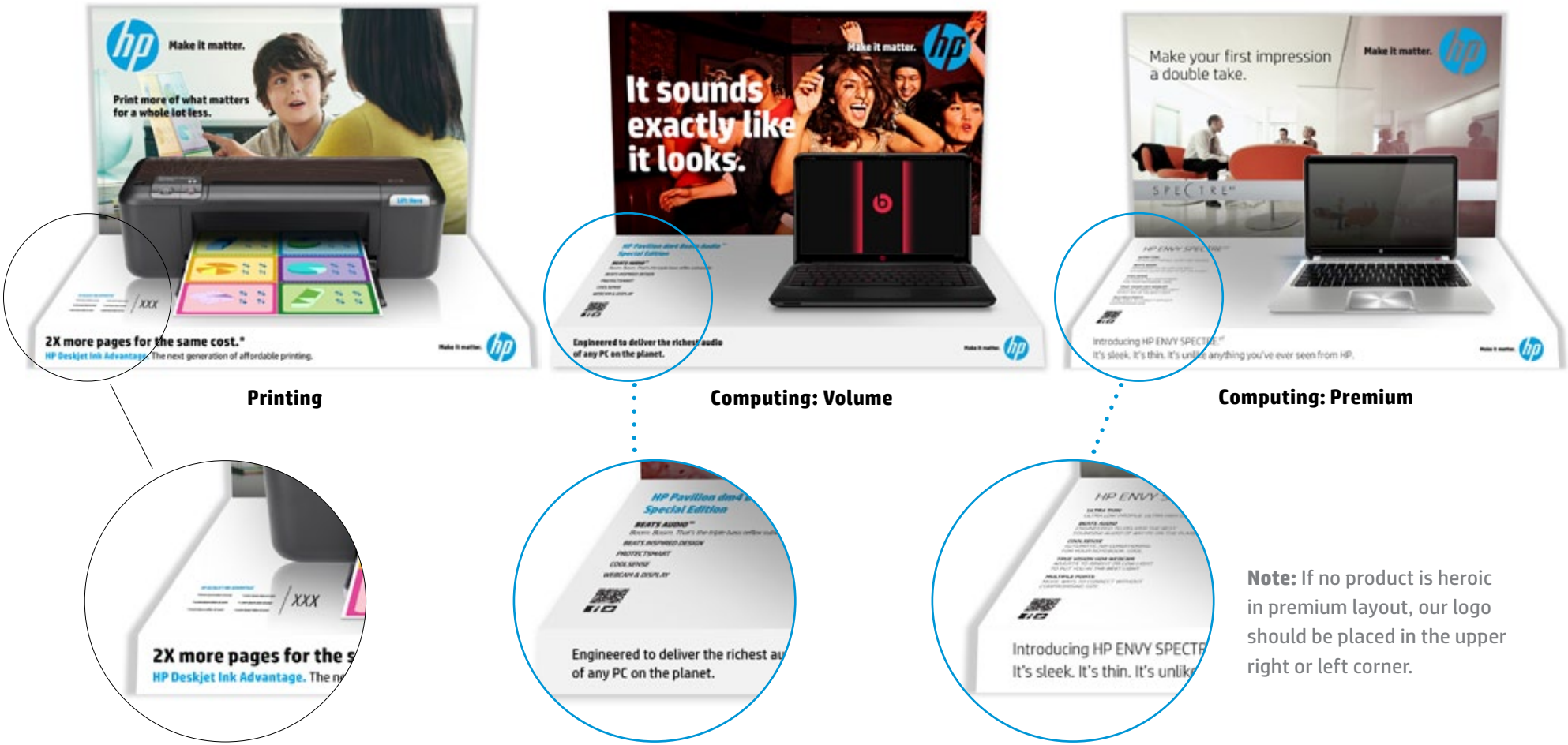
Stop: Shelf liner


Make it matter.
Print more of what matters for a whole lot less.
2X more pages for the same cost.*
HP Deskjet Ink Advantage. The next generation of affordable printing.
Printing
Make it matter.
It sounds exactly like it looks.
Engineered to deliver the richest audio of any PC on the planet.
Computing: Volume
Make your first impression a double take.
Make it matter.
Introducing HP ENVY SPECTRE
It's sleek. It's thin. It's unlike anything you've ever seen from HP.
Computing: Premium

Note: If no product is heroic in premium layout, our logo should be placed in the upper right or left corner.

Note: Photography is for position only.

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Stop: Box topper

Printing

Computing: Volume

Note: Photography is for position only.

 © Copyright 2012 Hewlett-Packard Development Company, L.P.

Stop: Aisle violator

Printing

Computing

 © Copyright 2012 Hewlett-Packard Development Company, L.P.

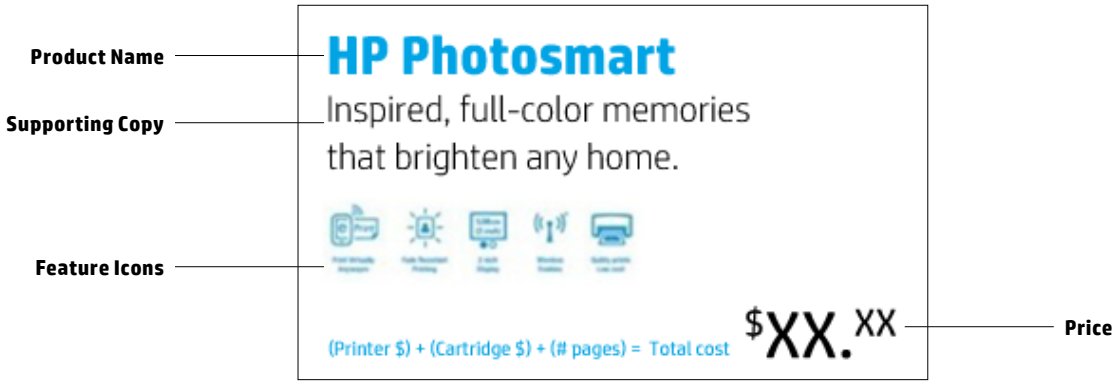
Hold/Close: Shelf strip

Printing

Computing

 © Copyright 2012 Hewlett-Packard Development Company, L.P.

Hold/Close: Fact tag



Printing

Computing

Note: Icons, arrows, symbols or other graphical elements are representational only. Please check the Experience Center for updates and final assets.

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Contact information

If you have any questions about our brand or these guidelines, please contact:

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